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Vrakas Proposes New Recycling Incentive Program

WAUKESHA – Waukesha County Executive Dan Vrakas proposes a new recycling incentive program that will provide the 25 communities that participate in the county's recycling program with rebates based on residential tonnages collected and processed. The effort, announced in honor of Earth Week, will distribute incentive rebates in 2007 for recyclables collected in 2006.

According to Vrakas, "We want to emphasize the positive connection between the environment, economics and recycling. By providing our recycling program partners with an incentive to increase residential recycling and decrease waste, we protect our environment while saving the taxpayers dollars. Recycling is easy to do and it is an efficient and cost effective way to reuse materials."

Additionally, the county and its municipal recycling partners are challenging residents to increase recycling and decrease trash by 5% this year. Results could yield an increase of 1,200 tons of paper, bottles, and cans getting recycled, less waste dumped in landfills, and \$47,000 in additional program revenue to help offset solid waste operating costs.

Village of Elm Grove Manager Dave De Angelis said, "I think the that the rebates are good for everyone. The program treats municipalities as partners, giving us a monetary incentive for increased participation by providing a greater return on our investment in the overall recycling program. I believe all residents will see both the benefits to the environment and reducing their costs, and I hope they take up the challenge to increase recycling."

The county's current recycling program was started through a service collaboration with 25 municipalities in 1990 that established a consolidated effort to collect, process and market residential recyclables at the Waukesha County Materials Recycling Facility (MRF), which processes nearly 24,000 tons annually.

For more information on recycling, recycled products, and to learn about how recyclables are processed for markets, residents are invited to attend the Earth Day Family Open House from 10 a.m. to 12 p.m. on April 22 at the MRF, 220 S. Prairie Avenue in Waukesha.

For tips on how to recycle more, reduce waste and save money, visit www.waukeshacounty.gov/recycling or www.besmart.org.

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